

Message Text

UNCLASSIFIED

PAGE 01 QUITO 04216 141503Z

47

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

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R 141326Z JUN 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 5950

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 4216

E.O. 11652: N/A

TAGS: BBAK, BEXP, ETRD, EC

SUBJECT: ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE A-2778

1. POST WISHES TO QUOTE FROM FY 76 CCP APPROVED BY EAG AND WAG CONCERNING ACTIVITIES IN SUPPORT OF ANTI-RECESSION EXPORT DRIVE QUOTE POST WILL EMPHASIZE THE PROMOTION OF THOSE CAPITAL AND CONSUMER GOODS IDENTIFIED AS BEING RECESSION-HIT (STATE 081476 AND A-2778) AND FOR WHICH, BASED ON THE POST'S PERIODIC ASSESSMENTS AND A VOLUNTARY CONSUMER GOODS REPORT, THERE IS A GOOD POTENTIAL MARKET. SEVERAL TARGET/RECESSION-HIT INDUSTRIES ARE ALREADY DESIGNATED AS CAMPAIGNS. THE NON-CAMPAIGN TRADE OPPORTUNITY PROGRAM WILL FOCUS ON THE RECESSION-HIT INDUSTRY PRODUCTS WITH THE BEST SALES POTENTIAL IN ECUADOR. EXPECTED RESULTS: TWENTY PERCENT OF ALL TRADE OPPORTUNITY REPORTS RELATED SPECIFICALLY TO RECESSION-HIT U.S. PRODUCTS. UNQUOTE.

2. VOLUNTARY CONSUMER GOODS SURVEY REFERRED TO PARA 1 IN PROCESS AND WILL BE POUCHED WITHIN 3 WEEKS.

3. FOLLOWING RECESSION-HIT CAPITAL GOODS INDUSTRIES ARE BEING PROMOTED DIRECTLY OR INDIRECTLY THROUGH FY 76 CCP: TEXTILE MACHINERY; ELECTRICAL GENERATING AND DISTRIBUTION EQUIPMENT; METAL WORKING MACHINES AND MACHINE TOOLS; VALVES, PIPE, AND PIPE FITTINGS; ENGINESA AND TURBINES; FARM MACHINERY; FARM WHEEL TRACTORS; PUMPS AND COMPRESSORS; UNCLASSIFIED

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CHEMICAL PROCESSING MACHINERY; BUILDING AND CONSTRUCTION

MACHINERY AND SUPPLIES.

4. FOLLOWING RECESSION-HIT CONSUMER GOODS MAY NOT BE
IMPORTED INTO ECUADOR: HOUSEHOLD FURNITURE, OFFICE FURNITURE,
ALL READY-TO-WEAR CLOTHING.
HEMENWAY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, EXPORTS, ECONOMIC DEPRESSIONS, ECONOMIC PROGRAMS
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975QUITO04216
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750208-0511
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750649/aaaabscr.tel
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Original Classification: UNCLASSIFIED
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Status: NATIVE
Subject: ANTI-RECESSION EXPORT CAMPAIGN
TAGS: BBAK, BEXP, ETRD, BGEN, EC
To: STATE
Type: TE
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